

City Council Action Plan – 2022

Adopted: February 22, 2022

Priority: Revitalization of Downtown El Cajon

Goal/Outcome	Lead Department(s)	Milestones/Tasks	Target Dates
Analyze how to best leverage Property Business Improvement District (PBID) revenue	CM	Council to receive a report from a consultant with an analysis of the existing assessment district structure and identify issues to consider as the Downtown redevelops.	May 24, 2022
		Council to review an analysis of existing expenditure of PBID funds and provide direction on uses of those funds, such as social media marketing, façade/sign improvement program, capital projects, etc.	Sep 27, 2022
Maintain and improve Downtown's public rights-of-way	PW	Facilitate with the Downtown Business Partners routine cleaning of streets and sidewalks through power washing, litter removal, and landscape maintenance in accordance with the adopted PBID Engineer's Report (March 2016).	Ongoing
Work with the County of San Diego to explore joint development opportunities of public lands in the Downtown to serve as a catalyst development project	CM	Secure an agreement with the County of San Diego to install a process in compliance with Surplus Land Act as part of a joint effort to solicit investment and development interest in developing various public and private uses in the Downtown.	July 15, 2022
		Issue a developer request for qualifications/proposal.	Sep 25, 2022
		Select a developer(s) to initiate the catalyst project.	Feb 1, 2023

Priority: Economic Development

Goal/Outcome	Lead Department(s)	Milestones/Tasks	Target Dates
Implement strategies identified in the Comprehensive Economic Development Strategic Plan	CM, CD	Council to adopt the Comprehensive Economic Development Strategic Plan and provide direction on the first few projects to initiate.	May 24, 2022
		Consider land purchases and/or partnership with large undeveloped and developed sites for development or redevelopment	Ongoing
Re-envision Parkway Plaza	CM, CD	Engage current mall owners (Pacific Retail Capital Partners, Seritage, Pacific Retail, JC Penney Properties, Wal-Mart Real Estate Business Trust, and Fletcher Parkway Group) with a focus on additional activation strategies and development along Johnson Avenue and Fletcher Parkway corridors.	August 1, 2022
		Secure assistance from San Diego State University to oversee a community re-envisioning project for Parkway Plaza to develop “big ideas” to consider.	Sep 15, 2022
		Council to receive a comprehensive report on re-visioning of Parkway Plaza.	Dec 13, 2022
Connect City events with The Magnolia	CM	Working with the Downtown Business Partners and Live Nation, create a program to connect events and Downtown businesses with The Magnolia.	Ongoing
Integrate Foodie Fest into American on Main Street event	P&R	Council to consider budget approval for a 2023 American on Main Street/Foodie Fest event	Jun 28, 2022
		Council to approve theme for 2023 America on Main Street and level of assistance to participating Foodie Fest restaurants	Jul 26, 2022
		Host 2023 American on Main Street/Foodie Fest	May 20, 2023
Initiate a catalyst project in the Transit District Specific Plan area	CM, CD	Working with MTS for development on MTS property, present a catalyst development project for Council consideration. This will require a MTS policy change toward a more pro-housing development policy for mixed-income projects.	Oct 25, 2022
		Identify and work with interested private parties to facilitate a catalyst mixed-use project.	Ongoing

Priority: City Beautification

Goal/Outcome	Lead Department(s)	Milestones/Tasks	Target Dates
Promote City renewal projects	CM, PW	Present to the Council the FY 2022/23 Budget with the inclusion of a marketing staff person to facilitate promotion of City project (upcoming and completely) and help each City department with public outreach efforts.	Jun 28, 2022
		For each significant project, City to prepare marketing materials (e.g. social media posts, door hangers, videos, etc.) to promote beautification and improvement efforts.	Ongoing
		Council to receive semi-annual reports on improvements made over the previous six months and a preview of upcoming projects.	Jul 26, 2022 & Jan 10, 2023
Public improvements to create safer, well lit, and beautified streets	PW	Install at least 60 new street lights in CDBG eligible census track areas in two phases.	Mar 31, 2022 / Dec 31, 2022
		Consider a program to identify and repair all sidewalks in the City.	Dec 31, 2022
		Present to Council a freeway underpasses lighting & mural pilot program, in partnership with Caltrans.	Oct 25, 2022
		Add art to frequently graffiti targets (traffic signal cabinet wraps), revitalize median & island landscaping, and consider a one-year program to repair all sidewalk tripping hazards.	Ongoing
Launch a neighborhood clean-up program that relies on resident leadership and participation	PW, CD, P&R	Present to Council possible programs and partnerships for encouraging neighborhood residents to initiate clean-up and beautifications projects.	Oct 25, 2022

Priority: Homelessness

Goal/Outcome	Lead Department(s)	Milestones/Tasks	Target Dates
Promote success of the City's Compassionate/Corrective Strategy on Homelessness	CM	Promote the success of the City's Compassionate/Corrective Strategy regarding homelessness through a more user useful website, videos, and social media posts.	Ongoing
		Engage residents and business operators about the issue of and solutions for homelessness by way of a community survey and possible community focus groups.	Aug 31, 2022
Coordinate homeless services and housing with cities in the East County region so that all jurisdictions in the region share the responsibility of providing housing and services to individuals experiencing homelessness	CM	Council to consider a Memorandum of Understanding with regional government agencies to coordinate homeless shelters and programs.	Apr 12, 2022
		Develop a regional plan to address homelessness with regional government agencies.	Dec 31, 2022
Address illegal lodging in the City's public rights-of-way and property	P&R, PW, PD, IT	Illegal encampments to be addressed within 2 business days after being reported.	Ongoing
		In high propensity areas of illegal encampments, consider implementing environmental design tools (e.g. landscape, hardscape, fencing, lighting, music, etc.)	Ongoing
		Create widget on front page of app and improve messaging about how El Cajon is addressing homelessness in the city, including resources, how to report concerns, and statistics about work done to date.	Apr 1, 2022
Reduce pedestrian traffic violations related to panhandling	PD, PW	Targeted enforcement of applicable state and local laws.	Ongoing
		Council to consider redesigned "no panhandling" street signage.	April 1, 2022
		Consider modifications to City medians to deter panhandling activity.	Ongoing

Priority: Public Safety

Goal/Outcome	Lead Department(s)	Milestones/Tasks	Target Dates
Reduce the number of high speeding incidents in the City through the development and implementation of a comprehensive strategy	PD, PW, IT, CM	Council to receive a report on an education campaign developed with the aid of high school student focus groups.	May 10, 2022
		Implement education campaign.	Jul 1, 2022
		Administer a community-wide survey to identify problem areas, perceptions of, and possible solutions.	Jul 1, 2022
		Pairing with existing Capital Improvement Program projects, consider environmental design features that will naturally slow traffic in high speed areas without significant impact on traffic circulation (e.g. lane narrowing, landscape bulb outs, lighting, striping, traffic circles, enhanced crosswalks).	Ongoing
		Pilot a street camera program in a high speed area(s).	Oct 31, 2022
		Ongoing Enforcement including specific Traffic Division details targeting speeding violations.	Ongoing
Fill the ten lateral police vacancies	HR	Fill all lateral vacancies.	Jul 1, 2022

Priority: Miscellaneous

Goal/Outcome	Lead Department(s)	Milestones/Tasks	Target Dates
Increase public engagement, promotion of City projects, and celebration of accomplishments in the community	CM	Present to the Council the FY 2022/23 Budget with the inclusion of a marketing staff person to facilitate promotion of City project (upcoming and completely) and accomplishments in the community.	Jun 28, 2022
		If position approved, increase public outreach and marketing through video production, social media posts, and community engagement.	Ongoing
Position the City to more effectively address regional issues impacting El Cajon residents and businesses	CM	Issue a Request for Proposals for a public relations/lobbyist firm to assist the City.	Aug 1, 2022
		Council to select firm.	Sep 27, 2022
Develop a consensus for the design of a new City of El Cajon Veterans Memorial	P&R	Conclude outreach to City's veterans coalition and stakeholders	Mar 15, 2022
		Council to receive report on progress of outreach effort and finding and provide direction.	Apr 26, 2022
Consider the use of up to \$10 million in General Fund reserves for projects that will have a significant impact on the community or will yield a fiscal return	CM, Fin	Council to receive a report and provide direction on possible one-time uses of General Fund reserves for projects that are within the purview of the City and do not require future ongoing expenditures.	Jul 26, 2022